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Japan

Promotion Opportunities Report

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Report Highlights: U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) will be conducting numerous consumer-oriented marketing events in Japan in the upcoming months introducing U.S. food and agricultural exporters to potential Japanese buyers. Key events in Tokyo include IFIA Japan 2000 to be held May 16-18 and the Japan International Wine Challenge 2000 to be held May 30 - June 2, just prior to the VINEXPO show, June 6-8. Key regional activities include a multi-buyer showcase with regional companies in Sendai on June 16 and the Great American Food Show Kansai 2000, which is being planned for July 18-19.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
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Upcoming Event Schedule - Year 2000

<u>Date</u>	<u>Event</u>	<u>Location</u>
March 1 - April 30	American Fair (Nishitetsu Solaria Hotel)	Fukuoka
March 18 - September 17	Japan Flora 2000	Awaji Island (Kansai)
April 1-30	GARC Menu Fair at ANA Hotel	Nagoya
April 19-20	Food Navi 2000 (Maruto Mizutani)	Nagoya
April 20	Food Safety Seminar (Seiyo Food Systems Supplier Network)	Tokyo
April 24 - May 23	U.S. Wine Promotion at Sunshine Cruise Cruise	Tokyo
April 26 - May 1	Tsuruya American Fair	Kumamoto
April 26 - May 5	American Fair at Premart	Okinawa
May 1 - June 30 (Tentative)	American Fair at Mitsui Urban Hotel Bay Tower	Osaka
May 9-18	Kinokuniya American Fair	Tokyo
May 11	Ralse/American Lunch Buffet	Sapporo
May 11-12	Grand Opening Wine Promotion at Marriott Associa Hotel	Nagoya
May 16-18	IFIA Japan 2000	Tokyo
May 19-22	Ralse American Fair	Sapporo
May 30 - June 2	Japan International Wine Challenge 2000	Tokyo
May (TBD)	American Fair at Ujita Supermarket	Wakayama
May (TBD)	American Fair (ANA Sheraton Osaka)	Osaka
May - July (TBD)	GARC Menu Fair (Casa Restaurants/Seiyo Food Systems)	National
July/August (TBD)	Multi-Buyer Showcase (Otsuki Shokuzai)	Sapporo
June 2-6	Universe American Fair	Aomori

Upcoming Event Schedule (cont.)

<u>Date</u>	<u>Event</u>	<u>Location</u>
June 6-8	VINEXPO	Tokyo
June 16	Regional Multi-Buyer Showcase	Sendai
June 28-30	INTERNET FOOD EXPO 2000	Tokyo
June (TBD)	GARC Menu Fair at Sunroute Plaza Hotel	Chiba
July 18-19	Great American Food Show Kansai 2000	Osaka
July (TBD)	American Fair at San A	Okinawa
July (TBD)	Meidi-ya American Fair	Tokyo
July/August (Tentative)	Multi-Buyer Showcase (CGC Group)	Tokyo
July - August (TBD)	GARC Fair at Spa Resort Hawaiians	Iwaki, Fukushima
September 20-22	Health Ingredients Japan 2000	Tokyo
September 27-28	Tokai Wholesaler Show (Nicchu Bussan)	Nagoya
September (TBD)	Maruichi Sansho Wholesaler Show	Nagano City
September (TBD)	Asahi Foodland 2000	Kochi
September (TBD)	Kato Sangyo All Food Fair	Kobe
September (Tentative)	GARC Grand Menu Multi-Buyer Showcase	Tokyo
October 5-6	Japan America Health Trade Fair	Kobe
October (TBD)	International Food Fair 2000	Kitakyushu
October (TBD)	Yukiwa End Year Business Fair	Osaka
October (TBD)	Regional Multi-Buyer Showcase	Nagoya
April 27 - May 6, 2001	The International Festival UTAGE 2001	Osaka

I. TRADE SHOWS

The following is a list of upcoming trade shows in Japan organized by ATO Japan or outside entities. The shows organized by outside entities are listed for informational purposes only, and no endorsement should be implied unless specifically stated. Terms and conditions of participation in these activities are the responsibility of the organizer. Please contact the show organizers directly for further information.

Japan Flora 2000: March 18 - September 17, 2000 in Awaji Island, Hyogo (Kansai). Japan Flora 2000, an international gardening and landscaping exhibition, is a good opportunity to display American cut flowers, greenery, and horticultural technology. Exhibitions will include tropical plants, domestic and international flower exhibits, and horticultural crops. The Western U.S. Agricultural Trade Association (WUSATA) is participating in this exhibition. Contact: Japan Flora 2000 Japan Committee, Fax (078)393-2055 or email: jpnflora@po.hyogo-iic.ne.jp

IFIA Japan 2000 (International Food Ingredients & Additives Exhibition and Conference 2000): May 16-18, 2000, Tokyo International Exhibition Center, Ariake, Tokyo. IFIA Japan 2000 is a sector-specific show in Tokyo, targeting food processors and institutional buyers who seek food ingredients and additives. 19,000 trade visitors are expected. Contact: E.J. Krause & Associates, Inc., Fax: 81-3-3586-7863

Japan International Wine Challenge 2000: May 30 - June 2 in Tokyo. The Japan International Wine Challenge (JIWC), now in its third year, has become a leading wine competition in Asia, attracting the attention of wine producers, importers, retailers, leading sommeliers and other experts in Japan's growing wine market. This year the competition is being held prior to Vinexpo at the Hilton Tokyo Bay so that the winning wines which are being exhibited at Vinexpo may receive special recognition with their Challenge award seals. For wineries not participating in Vinexpo, especially lesser-known boutique wines, the Challenge offers an alternative to Vinexpo for brand development in Japan. Wines will be tasted by a team of top Japanese and international tasters, and the award winners will be promoted in the Japanese media, in Japan's "WINE Magazine, via the internet, and in various point-of-sale formats. A handling charge of 16,000 yen will be charged for each wine entered and 13,000 yen for additional wines after 10 entries. Entry forms with payment must be received in the JIWC Tokyo office by April 28 and wines must arrive by May 10. If this is of interest, please contact the show organizers as soon as possible. Contact: JIWC Office, Tel: 81-3-5771-2440, Fax: 81-3-3470-7741, email: jiwcjp@hotmail.com

VINEXPO (The International Wine and Spirits Exhibition for the Asia-Pacific Region): June 6-8, 2000, Tokyo International Exhibition Center, Ariake, Tokyo. VINEXPO, the leading wine and spirits exhibition in the Asia-Pacific region, will hold its debut in Tokyo this year. More than 1000 exhibitors from producing regions all over the world will come to meet importers and distributors from the 25 countries of the Asia-Pacific region. Roughly 12,000 trade visitors and 450 journalists are expected to attend. Contact: V&S, Fax: (81-3) 3404-6132

INTERNET FOOD EXPO 2000: June 28-30 in Tokyo. Organized by the Japan Food Journal, Internet Food Expo 2000, is Japan's first trade exhibition to focus on the growing e-commerce food business. Around 300 exhibitors are expected to participate, including Japanese food manufacturers, trading companies, local government departments of economic development and commerce, agricultural cooperatives, specialty stores, mail order companies, software companies, system integrators, computer companies, and foreign embassies. The show is designed to address both the growing business-to-business e-commerce market as well as the

business-to-consumer market, with an estimated 30,000 visitors expected to attend over the three day period ranging from retail and food service industry players representing supermarket, department store, convenience store, and restaurant chains to wholesalers, trading companies, mail order companies and average internet users. Exhibitor fees vary from 105,000 yen/space (1.5m x 1.5m) with panel, catalog rack and carpet, to 315,000 yen/space(3m x 3m) with panel, carpet and lighting. Participants should view the event as a public relations opportunity, with the added opportunity to make trade contacts. If this is of interest, please contact the show organizers as soon as possible. Contact: The Secretariat of Internet Food Expo, c/o The Japan Food Journal, Tel: 81-3-3271-4815, Fax: 81-3-3271-4818, email: fabex@nisseyoku.co.jp

Great American Food Show Kansai 2000: July 18-19, 2000. ATO/Osaka will hold the Great American Food Show Kansai 2000 on July 18-19 in a convention center located in central Osaka. ATO/Osaka is expecting about 70 exhibitors and 1,200 trade people from all food related companies in the Kansai. The 1999 GAF Show received high accolades from American and Japanese exhibitors. Interested U.S. food companies please contact the State Regional Trade Group in your region or ATO Osaka (attn: Mr. Matsumoto).

Health Ingredients (HI) Japan 2000: September 20-22, 2000, Tokyo International Exhibition Center, Ariake, Tokyo. HI Japan forms the core of the International Food Design Show, which is the exhibition for food ingredients for health foods, functional foods, nutraceuticals and organic foods. Approximately 38,000 trade visitors are expected. Contact: Miller Freeman Japan Co., Ltd., Fax: 81-3-3669-5830 or T&G Food Ingredient Services Inc. (USA), Fax: 847-635-6801

Japan America Health Trade Fair: October 5-6, 2000, Kobe International Convention Center, Kobe, Hyogo. This first-time ever show in Japan will focus on exhibiting healthy foods, equipment and other special care products and supplements targeting school age children and the special nutritional needs for elderly consumers. The show is expected to attract trade visitors from related industry and distribution fields. Contact: Health Science Research Association, Fax: 81-75-672-1248

International Food Fair 2000 in Kitakyushu: Late October, 2000, West Japan General Exhibition Center Annex. ATO Osaka will coordinate an American Pavilion to participate in this exhibition which is held every other year in Kitakyushu to attract both business and consumers in the Kyushu area. Two business days on October 5-6 will be followed by consumer days which allows exhibitors to sell their products to the public. Over 90,000 people (including 18,000 business people) attended the show in 1998. Contact: Nishi Nippon International Trade Fair Commission. Email: iff@kix.or.jp Fax: 011-81-93-582-3865

II. WHOLESALER ACTIVITIES

The following is a list of upcoming wholesale shows organized by Japanese wholesalers serving both the retail and foodservice sectors:

Maruichi Sansho Wholesaler Show: September 2000 in Nagano. Maruichi Sansho in Nagano City will sponsor a large-scale food trade show covering the mid-Japan area inviting 3000 local food buyers. ATO Tokyo coordinates U.S. participation in this show. Products for these shows should be made available in Japan through agents and importers. Have your agent/importer contact ATO Tokyo (attn: Mr. Haruta).

Asahi Foodland 2000: Early September in Kochi. Asahi Food Wholesaler will hold *Foodland 2000* in early

September in Kochi mainly for its retail clients throughout Japan. ATO/Osaka will recruit Japanese agents/importers representing U.S. suppliers to participate in the show. Products from U.S. suppliers to be exhibited in this show should be made available in Japan and represented by agents/importers. Interested U.S. food companies should have their agents/importers contact ATO/Osaka (attn. Mr. Matsumoto).

Kato Sangyo All Food Fair: Mid-September in Kobe. Kato Sangyo will hold the *All Foods Fair* in mid-September in Kobe targeting primarily its retail contacts throughout Japan. ATO/Osaka will introduce U.S. companies who are interested in doing business with Kato Sangyo to its Trade Department. Product samples and other necessary information should be given to Kato Sangyo through ATO/Osaka (Mr. Matsumoto). Kato Sangyo's staff will proceed with business talks with the American companies directly after receipt of the samples and other information.

Yukiwa End Year Business Fair: October in Osaka. Yukiwa will hold its *End Year Business Fair* in October in Osaka for its retail and food service contacts. Products are restricted to the frozen food category. ATO/Osaka will recruit and coordinate U.S. suppliers' Japanese agents/importers to participate in the show. Products exhibited in this show should be already available in Japan. Interested U.S. food companies should have their agents/importers contact ATO/Osaka (Mr. Matsumoto).

III. RETAIL ACTIVITIES

ATO Japan introduces U.S. Cooperators and U.S. companies and their respective consumer-oriented products to Japanese national and regional supermarket chains and wholesalers. Accordingly, ATO organizes various business meetings and buyer showcases throughout Japan, providing invaluable access to key Japanese retail players. Each U.S. participant receives introductions to buyers for their specific products and has an opportunity to hold direct business discussions. Because of customs clearance and short lead time, it is usually necessary for a U.S. company to have a representative or agent in Japan to be able to participate in these activities. The following is a list of business meetings and buyer showcases scheduled so far this year:

GAF Business Meetings & Buyer Showcases				
Date	Event	Company	Location	Contact
June 16	Multi-Buyer Showcase	Regional Companies	Sendai	Tokyo
July/August (Tentative)	Multi-Buyer Showcase	CGC Group (Retail Wholesaler)	National	Tokyo
October (TBD)	Multi-Buyer Showcase	Regional Companies	Nagoya	Tokyo

American fairs and other ATO-sponsored retail promotions are an ideal way to expand sales and network with a large number of trade customers in the retail market, if you have a Japanese agent or importer. Participation is free, but retailers will make the final decision on products included in the promotion. Below are the ATO-sponsored fairs and promotions in Japan scheduled so far this year:

American Fairs & Promotions				
Date	Event	Company	Location	Contact
April 19-20	Food Navi 2000	Maruto Mizutani	Nagoya	Tokyo
Apr 26 - May 1	Tsuruya American Fair	Tsuruya Supermarket	Kumamoto	Osaka
Apr 26 - May 5	American Fair	Premart	Okinawa	Osaka
April (TBD)	Super Daiei American Fair	Daiei	Kitakyushu	Osaka
May 9-18	Kinokuniya American Fair	Kinokuniya	Tokyo	Tokyo
May 11	Ralse/American Lunch Buffet	Ralse	Sapporo	Tokyo
May 19-22	Ralse American Fair	Ralse	Sapporo	Tokyo
May (TBD)	American Fair	Ujita Supermarket	Wakayama	Osaka
June 2	Universe/American Lunch Buffet	Universe	Misawa	Tokyo
June 2-6	Universe American Fair	Universe	Aomori	Tokyo
July (TBD)	American Fair	San A	Okinawa	Osaka
July (TBD)	Meidi-ya American Fair	Meidi-ya	Tokyo	Tokyo

IV. HOTEL, RESTAURANT & INSTITUTIONAL ACTIVITIES

ATO Japan organizes teams of U.S. Cooperators and agents to meet with key buyers from targeted food service companies, such as hotel restaurants, family-style chain restaurants, and food service wholesalers. The following is a list of upcoming business meetings and buyer showcases:

GAF Business Meetings & Buyer Showcases				
Date	Event	Company	Location	Contact
July/August (TBD)	Multi-Buyer Showcase	Otsuki Shokuzai (Food Service Wholesaler)	Sapporo	Tokyo
September (Tentative)	GARC Grand Menu Multi-Buyer Showcase	Food Service/HMR/Wholesale Buyers	Tokyo	Tokyo

In addition, ATO Japan sponsors American fairs and other food service promotions at cooperating restaurants, hotels and institutional settings. The following is a list of upcoming events:

American Fairs & Promotions				
Date	Event	Company	Location	Contact
Mar 1 - Apr 30	American Fair	Nishitetsu Solaria Hotel	Fukuoka	Osaka
April 1- 30	GARC Menu Fair	ANA Nagoya Hotel	Nagoya	Tokyo
Apr 24 - May 23	U.S. Wine Promotion	Sunshine Cruise Cruise	Tokyo	Tokyo
May 1 - June 30 (Tentative)	American Fair	Mitsui Urban Hotel Osaka Bay Tower	Osaka	Osaka
May 11-12	Grand Opening Wine Promotion	Marriott Associa Hotel	Nagoya	Tokyo
May - July (TBD)	GARC Menu Fair	Seiyo Food Systems	National	Tokyo
May (TBD)	American Fair	ANA Sheraton Osaka	Osaka	Osaka
June (TBD)	GARC Menu Fair	Sunroute Plaza Hotel	Maihama, Chiba	Tokyo
July - August (Tentative)	GARC Fair	Spa Resort Hawaiians	Iwaki, Fukushima	Tokyo
Sept. 27-28	Tokai Wholesaler Show	Nicchu Bussan	Nagoya	Tokyo

V. OTHER PROMOTIONAL ACTIVITIES

Food Safety Seminar: April 20, 2000, ATO Tokyo will hold a food safety seminar in Tokyo covering HACCP, organics and GMOs for members of the Seiyo Food Systems network of food suppliers, in cooperation with the Saison Research Institute.

Great American Food News, Issue #15, October 2000: *Great American Food News*, the only FAS/Japan publication written in Japanese, targets a wide Japanese audience with a positive message about the safety, healthiness, and rich variety of U.S. food products. Each issue is disseminated to more than 4,500 individuals on a customized mailing list. In addition, approximately 5,000 copies of the newsletters are distributed each year at major food shows, press conferences, ATO regional food promotion activities, and seminars.

The International Festival UTAGE 2001 in Osaka: April 27 - May 6, 2001 at INTEX Osaka. Begin planning ahead for the biggest food expo in Japan held every four years in Osaka targeting the general public during the golden week, a major holiday season in Japan. The last show attracted about 750,000 people and featured a variety of food culture experiences. Participation should be made through local agents/importers since the products should be available for sale to the consumers. Contact: The Executive Committee for the International Festival Utage 2001 in Osaka. Web Site: <http://www.shokuhaku.gr.jp/> or contact Ms. Harima, ATO Osaka.

VI. CONTACT INFORMATION

U.S. Agricultural Trade Offices, Japan

<http://www.atojapan.org/>

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